

PRELIMINARY DRAFT

THE COLUMBIA DOWNTOWN MASTER PLAN

Vision Plan,
Design Guidelines,
a n d
Implementation Strategy



prepared by

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and

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Howard County, Maryland

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ACKNOWLEDGEMENTS

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COLUMBIA DOWNTOWN MASTER PLAN

PROJECT OVERVIEW

The Master Plan for Columbia Downtown includes four parts:

1. Introduction;
2. The Vision Plan;
3. The Design Guidelines; and,
4. Implementation Strategies.

The Introduction provides an overview of the project, including purpose, background information, and a summary of the charrette process, among other items.

The Vision Plan is the physical plan including an Illustrative Plan, Plan Diagrams, Perspective Renderings, and Sample Photographs, depicting a 30-year future for Downtown Columbia. The Vision Plan was designed during a week-long intensive, participatory process known as a charrette with input from County residents, business and property owners, the Columbia Association, Howard County officials, and other public and nonprofit agency representatives. The resulting Plan was a collaborative effort and sets the stage for individual property owners, developers and public agencies to further plan for development, infrastructure, and services to implement the goals of the Vision Plan.

The Design Guidelines are paramount to ensuring the Vision Plan is properly executed. The Vision Plan and the Design Guidelines are meant to be used together to guide the preparation of future development plans for Downtown. The Vision Plan portrays how streets can be laid out, how blocks can be configured, and where buildings and important open spaces might be placed, essentially their locations and configurations. The Design Guidelines help define the physical “form” of what is built including streets, blocks, open spaces, and buildings, essentially the visual and physical characteristics of buildings and spaces.

Implementation Strategies recognize that important policies, regulations, infrastructure, services and other considerations must be in place to support development. The Implementation Strategies identify necessary next steps and actions. The Implementation Strategies were defined during the post charrette period to address such issues as affordable housing requirements, zoning and development approval processes, infrastructure needs, phasing and monitoring.

During the post charrette period, the Vision Plan has been subject to ongoing review by government agencies, by community representatives serving as the Columbia Downtown Focus Group, and by those who have participated in public meetings, hearings and other forums. As a result of this review process, refinements and adjustments to the Vision Plan are incorporated into the Design Guidelines and the Implementation Strategies. These three components of the Master Plan establish the conceptual framework for planning, developing, and managing improvements to Columbia Downtown over the coming decades.

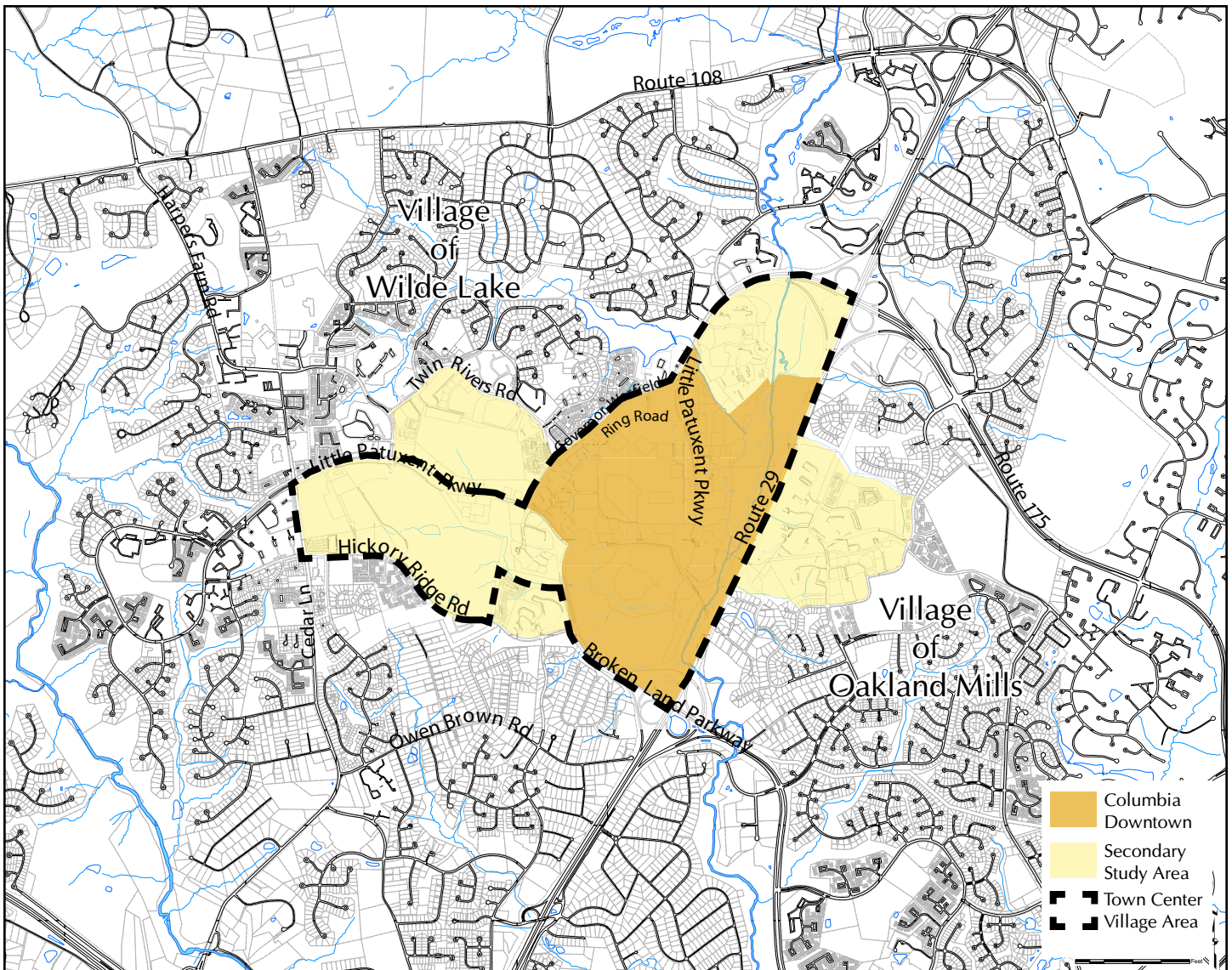
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INTRODUCTION



INTRODUCTION 1

PROJECT BACKGROUND



Columbia Downtown - Vicinity Map

STUDY AREA

Columbia's Downtown is located in roughly the geographic center of Columbia, bounded by Route 29 to the east, Little Patuxent Parkway to the north, Governor Warfield Parkway to the north and west, and Broken Land Parkway to the west and south. Downtown is the central core of Town Center, one of Columbia's ten villages.

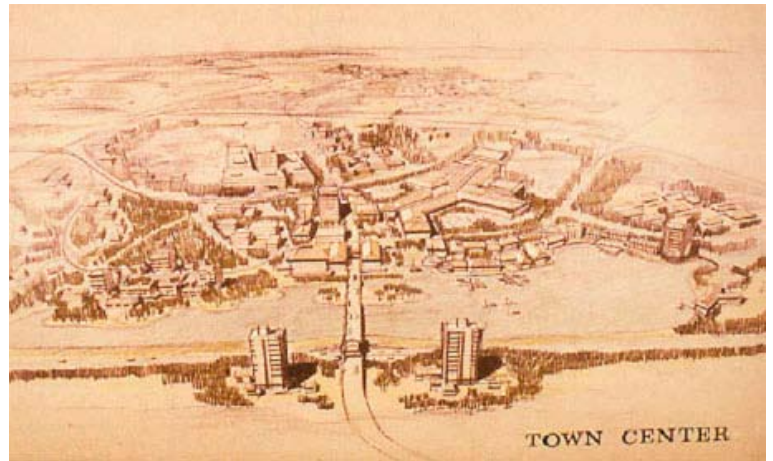
The study area includes both a primary study area (the Downtown) and a secondary area that includes Town Center and its surroundings. The Master Plan is for the primary study area. The secondary area is included to better understand and respect the context of Wilde Lake, the Wilde Lake Village Center, the Oakland Mills Village Center, Howard Community College, and Howard

County Hospital, including how the plan impacts its neighbors and how connections to these areas may be enhanced and considered as part of the plan.

The Downtown primary study area is approximately 500 acres with 15 different property owners. The entire study area is currently zoned New Town.

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PROJECT BACKGROUND



Images compliments of Columbia Archives

PURPOSE OF THE PROJECT

The purpose of the Columbia Downtown Master Plan is to define a 30-year vision for Downtown and establish a policy framework that will guide new development to achieve the vision.

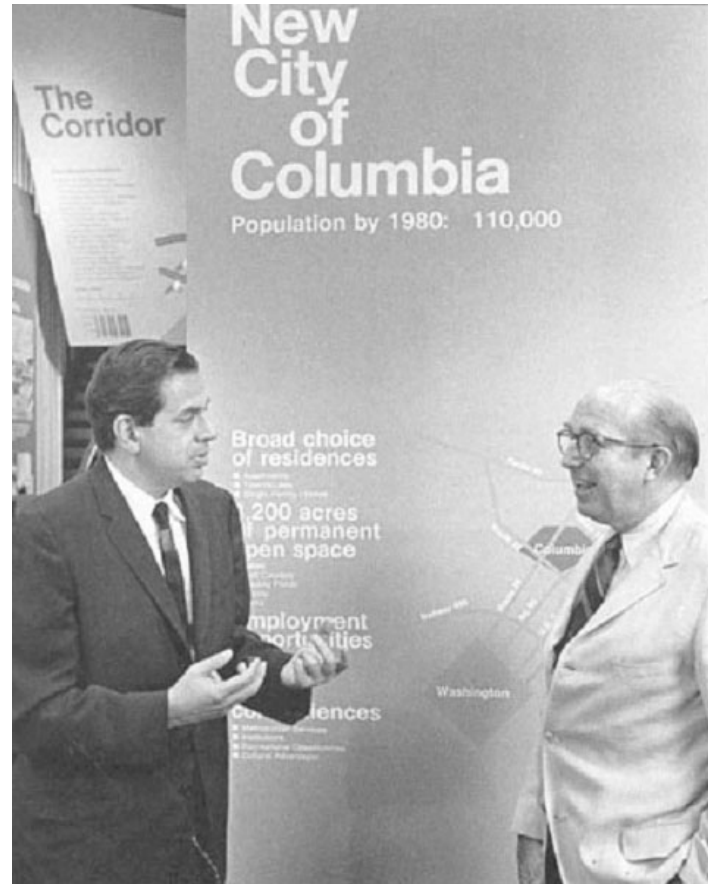
Howard County's General Plan 2000 recommends additional growth in Columbia's Downtown in order to achieve a more urban center for both Columbia and Howard County as a whole. The potential for achieving an urban center is supported by Downtown's central location within the County, proximity to major roads and highways, access to infrastructure and services, and underutilized and not-yet developed properties. General Growth Properties, the major landowner in Downtown, and other property owners have expressed interest in redevelopment. In fact, demolition of several buildings

and redevelopment of those sites has already begun, without any master plan to guide these changes.

Early downtown plans by Rouse date from the 1960s and need an update. Howard County recognizes that a Master Plan is critical to the future of Downtown. Without a Master Plan and a "framework for change", it is difficult to evaluate development proposals. This Master Plan is anticipated to guide development over the next 30 years or more.

INTRODUCTION 1

PROJECT BACKGROUND



Images compliments of Columbia Archives

BRIEF HISTORY

By 1963, Jim Rouse had amassed over 14,000 acres encompassing what is today Columbia, Maryland. His intent, as he stated at the time, was “to build a city.” He assembled a work group of planning, engineering, and design professionals and asked them to think big and dream. It was not to be an ordinary city, but a new model for suburban development. Columbia was to be a socially and culturally diverse city with a range of housing choices, a variety of employment opportunities, a vast system of parks and open spaces, village centers, schools, churches and interfaith centers, , and an array of cultural, recreational, and civic amenities. Some 40 years later, what was once mostly farms and rural uses, Columbia is home to nearly 100,000 people and provides approximately 90,000 jobs.

Columbia’s Downtown was envisioned as the heart of Columbia. Early plans and models suggest multiple tall buildings, a mix of uses, a shopping mall, a large park, and more. Some of the bolder ideas, borrowing from ideas of the Tivoli in Copenhagen, Denmark, included streets with fountains and sculpture, bridges spanning Lake Kittamaquindi, and a number of streets bustling with shops, people, and activity. Artists’ renderings from the 1960s and 1970s depict Downtown as an active, vibrant, pedestrian-oriented place that would serve the local as well as the regional market. The Downtown was to be an important part of the local and regional economy, with jobs, shopping, housing, restaurants, cultural and civic uses, and open spaces.

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PURPOSE OF THE CHARRETTE

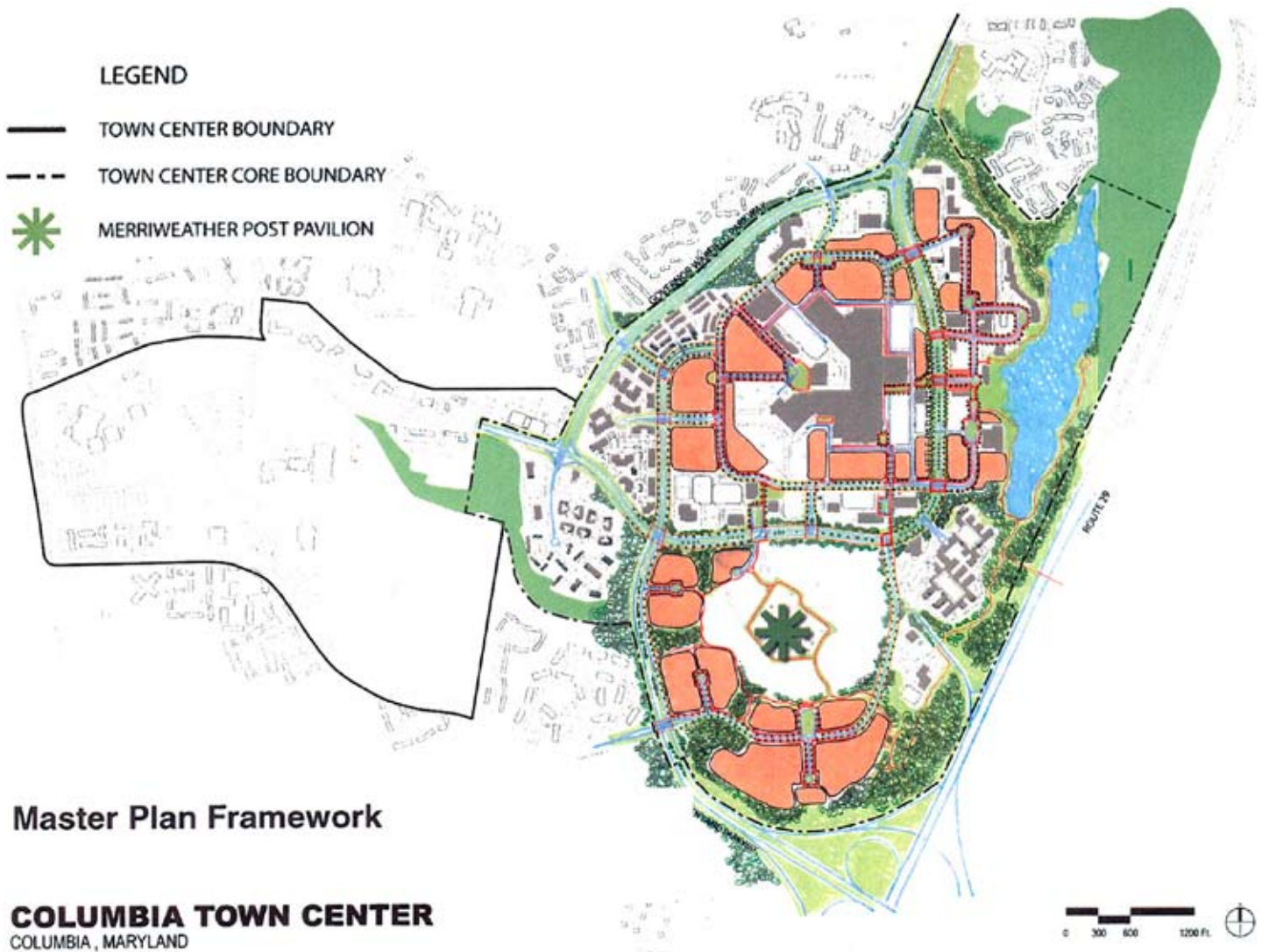
The purpose of the charrette was to craft a 30-year vision for Downtown with broad citizen and other stakeholder input.

Broad input is critical to establishing a Master Plan that incorporates citizen ideas and concerns. Traditional methods for garnering citizen input (Village Board sessions, Planning Board meetings and County Council hearings) did not offer the same potential for dialogue as a charrette. The charrette enabled an open discussion of ideas, an immediate evaluation and testing of these

ideas, and a consensus-building process that empowered the participants to imagine and create a 30-year vision for Downtown.

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PREVIOUS PLANNING ACTIVITY

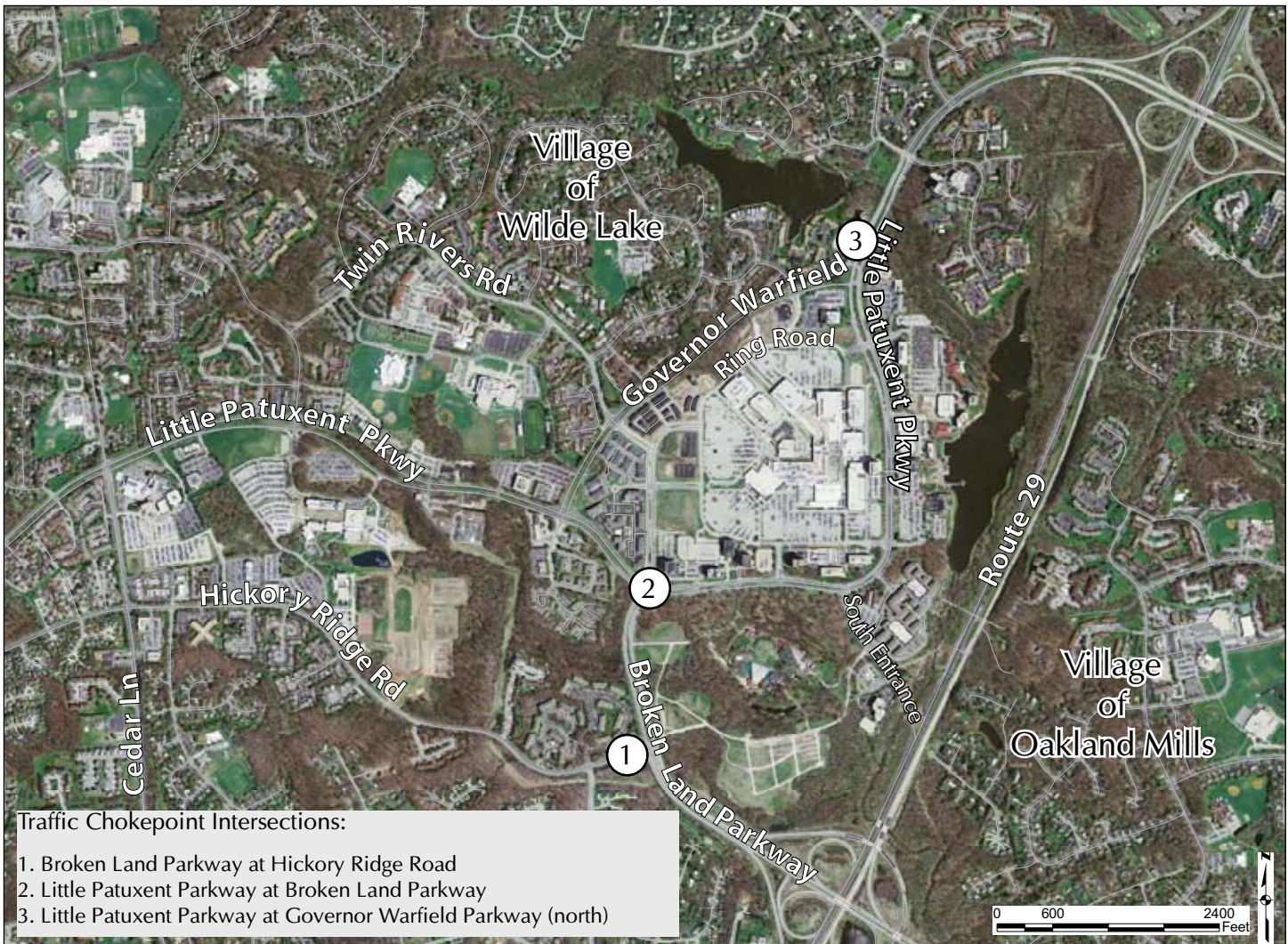
Prior to the charrette in the spring of 2005, General Growth Properties (GGP) engaged the citizens of Columbia in a series of Town Hall style meetings to discuss and evaluate their plans for development in the Downtown. Their efforts helped pave the way for this Master Plan and the charrette process. Their analysis, plans, and renderings were available for full review by all charrette participants throughout the entire charrette and were also available on the Website established by GGP. Their ideas were considered and, where appropriated, incorporated into the plan.



Image Courtesy of GGP

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PROJECT BACKGROUND



Aerial Context Plan

EXISTING CONDITIONS

LAND USE:

The primary study area includes about 500 acres with 1,200 existing housing units and almost 3.3 million square feet of commercial space. Of the commercial, 1.5 million square feet is the Columbia Mall and other existing retail and almost 1.8 million is office. The primary study area includes about a dozen office buildings, a regional shopping mall, Merriweather Post Pavilion, rental apartments, condos, townhouses, a Sheraton Hotel, and Howard County's Central Library.

The Primary study area also includes Symphony Woods, a 37 acre park owned by the Columbia Association and located south of Little Patuxent Parkway and the Mall. In the center of Symphony Woods, situated on about 9 acres of land, is Merriweather Post Pavilion, an outdoor concert venue that accommodates about 15,000 people.

Although there is a mix of uses, the area remains largely suburban and automobile-oriented, and is not pedestrian-friendly. The Columbia Mall is separated from the Lakefront and Symphony Woods by Little Patuxent Parkway, the existing office towers have no connection to the Lakefront, housing is interspersed and isolated by roads and parking lots, and the library faces away from Little Patuxent Parkway with its entrance oriented to a parking lot. In spite of this mostly suburban character, there are several attractive and significant buildings, such as the GGP headquarters designed by Frank Gehry, a beautiful lakefront with boardwalk, amphitheatre and fountain, and a magnificent park, Symphony Woods.

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PROJECT BACKGROUND



Buildings with Only Connected Roads Shown



Little Patuxent Parkway at Governor Warfield Parkway



Mall Ring Road



Little Patuxent Parkway

VEHICULAR AND PEDESTRIAN CIRCULATION:

Roads within the study area are mostly suburban in character; they are wide, with infrequent intersections, many with designated turn lanes that permit cars to travel at high speeds. Little Patuxent Parkway varies from 4 to 6 lanes between the Columbia Mall and the Lakefront and acts as a barrier to pedestrian movement with fast moving cars. Little Patuxent Parkway (near the Lakefront and at Symphony Woods), Broken Land Parkway, and Governor Warfield Parkway are particularly dangerous to cross. Major intersections, especially Broken Land Parkway/Little Patuxent Parkway, Little Patuxent Parkway/Governor Warfield Parkway (north and south) and Broken Land Parkway/Hickory Ridge Road, are wide and have several designated left turn lanes that make it dangerous for pedestrians to cross these roads.

Drivers perceive internal roads, such as the Mall ring road, as service drives with parking lots on one or both sides, making it difficult for drivers to determine who has the right-of-way at intersections. South Entrance Road provides connections to Route 29, but is largely underutilized as most traffic destined for southbound Route 29 uses Broken Land Parkway, further contributing to traffic congestion at the Little Patuxent Parkway and Broken Land Parkway intersection.

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Potential for Support of Town Center Multifamily Housing by Howard County Lifestyle/Lifestage Groups Moving in Five Years 2005-2010			
	2005 Existing HH Moving by 2010	Potential New Town Center Households 2010	
		Low	High
Retirement	600	90	100
Mature Adults	2,600	390	500
Young Mobile Households	8,100	650	800
	11,300	1,130	1,400

Source: Claritas, ZHA, Inc.

Potential for Support of Town Center Multifamily Housing by Net New Howard County Lifestyle/Lifestage Groups 2030			
	Net New HH in 2030	Potential New Town Center Households	
		Low	High
Retirement	1,800	400	500
Mature Adults	8,500	1,300	1,700
Young Mobile Households	15,900	1,300	1,600
	26,200	3,000	3,800

Source: Claritas, ZHA, Inc.

MARKET ANALYSIS

Prior to the charrette, a market analysis was prepared by ZHA, Inc. to determine what would be realistically marketable and economically feasible. ZHA, Inc. is a real estate consulting firm that specializes in preparing market and feasibility analyses, often for the redevelopment of downtowns.

SUMMARY:

This analysis suggests a strong market and economic viability for housing, office, retail, and other related services. Importantly, a vibrant and mixed-use downtown, forming a strong center, will help to generate revenues and jobs to support desirable amenities as well as necessary infrastructure and services.

Retail and office users would be highly attracted to Downtown if it were more pedestrian-friendly and included a greater mix of uses. Housing in the Downtown is likely to be most attractive for retirees, active adults, and young professionals who seek a more vibrant, urban lifestyle. Moreover, housing, office, retail, and entertainment uses must be carefully balanced with civic and cultural amenities to make the Downtown economically successful. The market analysis revealed that the Downtown is uniquely positioned within the region to take full advantage of these market conditions.

RESIDENTIAL FINDINGS

Primary households (two parents with children) are a decreasing share of total U.S. households as "Baby

Boomers" age and as being single or in a non-primary household becomes a greater social norm. Partially driven by this trend and partially due to changing tastes and social circumstances, there is a gradually increasing national market for rental and condominium apartments. There has been a resurgence in "downtown/central city living," predominantly in the demographic categories identified above, as well as an upturn in interest for higher density and compact development in suburban areas. Unlike the traditional image of "dense" apartment communities primarily inhabited only by those who could not afford a single-family home, these communities are cropping up in response to market demand for a particular lifestyle. ZHA found that local and national trends indicated Columbia could support a high demand for centrally situated residences in the Downtown.

ZHA found that in the next 30 years, Columbia's Downtown could support at least an additional 4,100 to 5,200 households. Of this demand, approximately 1,130 to 1,400 are anticipated to be existing households in Howard County that may move to Downtown and another 3,000 to 3,800 are anticipated to be net new households moving to Downtown from outside the County.

EMPLOYMENT FINDINGS:

Columbia is uniquely poised to strengthen its existing employment and office and commercial service base. Its residents have a high level of income to support such

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Total New Office Space in Howard County and Total Projected Supportable New Office Space in Town Center 2005-2030					
Year Range	Net New Office Space in Howard County		Range of Capture of Total Demand	Town Center Office Space	
	Low	High		Low	High
2005-2010	1,034,000	1,186,000	18%-20%	186,000	237,000
2010-2020	3,797,000	4,142,000	25%-35%	949,000	1,450,000
2020-2030	3,140,000	3,425,000	30%-40%	942,000	1,370,000
	7,971,000	8,753,000		2,077,000	3,057,000

Note: The Net New Office Space in Howard County in 2005-2010 is net of space under construction
Sources: Economy.com, Costar, ZHA, Inc.

Phasing of Net New Potential Retail Square Feet 2005-2030			
	GAFO	Restaurants and Convenience	Total
2005-2010	300,000	75,000	375,000
Intermediate Term	391,000	148,000	539,000
Long Term	479,000	160,000	639,000
Total	1,170,000	383,000	1,553,000

Source: Claritas, ZHA, Inc.

ventures, and the location is highly regarded by both the Baltimore and DC metropolitan areas. According to ZHA's projections, Howard County will have approximately an additional 6,000 office jobs in the next five years and an additional 26,000 office jobs by 2030. New office space will be required for these workers.

ZHA found that in the next 30 years, Columbia's Downtown could support at least an additional 2.0 to 3.0 million square feet of office space. Downtown currently has 16% of County office space. At this ratio, the Columbia Primary Study Area would add 1.2 to 1.4 million square feet of offices. However, most town centers contain at least 40 percent of the office market. If Columbia Downtown is to be the County's urban center, two to three million square feet have been set as a reasonable target for new office development within the Downtown. If the expansion predicted by the Base Realignment and Closure plan occurs at Fort Meade, this projected square footage could increase substantially.

RETAIL FINDINGS:

In 2005, Howard County had \$3.7 billion in retail sales, of which Howard County residents' spending accounted for about 89 percent. This indicates that the County has a stable retail environment and the ability to attract customers from outside the County. Moreover, Howard County household incomes are high and continue to rise; new household types are anticipated to move to the Downtown; and the population of Downtown is

anticipated to increase. This increase in total income translates to new retail demand. Known spending in categories based upon the U.S. Bureau of Labor Statistics Consumer Expenditure Survey and industry standards for sales per square foot translates into what this income can support in new retail square feet.

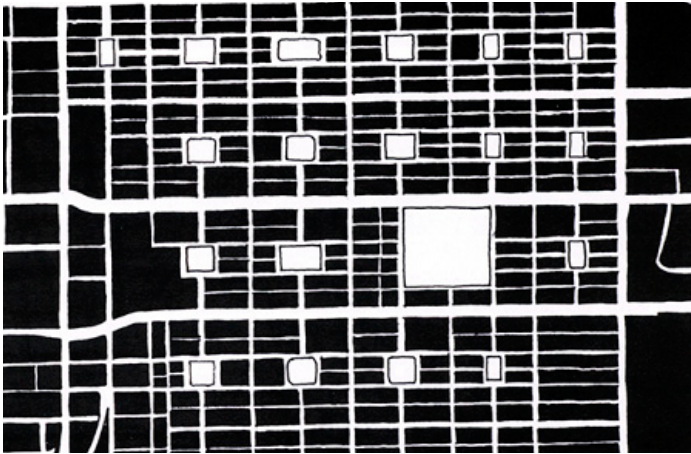
ZHA found that in the next 30 years, Columbia Downtown could support at least an additional 1.2 million square feet of retail space if provided as lifestyle retail and restaurants in a pedestrian-friendly mixed use environment.

CULTURAL FINDINGS :

Although ZHA did not conduct a market study for specific cultural and hospitality uses, stakeholder interviews indicated that there is a need for additional meeting space and cultural facilities within Columbia and Howard County. Business leaders, particularly, mentioned the lack of meeting space for groups larger than 500 for a seated dinner function. Downtown public or quasi-public facilities such as the library, arts facilities or offices for the Columbia Association provide a link between the commercial aspects of Downtown and the community's need for social and public engagement. Such facilities are often part of private-public ventures in Downtowns because they provide customer traffic for retail and other businesses.

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PROJECT BACKGROUND



Network of Connected Streets Image Courtesy of Allan B. Jacobs, Great Streets

A good example of great “bones” for a City is the Savannah grid of streets and blocks. This pattern, established over 200 years before the automobile, has proven to be highly adaptable to the automobile, and has held its value through the transition.



Typical Suburban Development Image Courtesy of Allan B. Jacobs, Great Streets

On the other hand, a street pattern specifically designed for the automobile, in Irvine, California, in the 1970's, has already proven to be a problematical design for handling traffic.

TRAFFIC ANALYSIS

A traffic analysis was conducted by Glatting, Jackson, Kercher, Anglin, Lopez, Rinehart, Inc. (Glatting Jackson) as part of the charrette planning process to understand existing conditions and to evaluate potential solutions. Glatting, Jackson is a traffic and transportation consulting firm with experience in traffic and transportation issues associated with the redevelopment of suburban areas to mixed use, compact centers.

SUMMARY:

Generally, it was determined that the study area facilitates the movement of cars quite well with the exception of a few intersections during the peak hours. Unfortunately, this situation does not bode well for pedestrians. Wide roads, fast and free moving vehicles, multiple turn lanes, and infrequent intersections make it unsafe and undesirable for pedestrians to cross many of the study area roads, especially Little Patuxent Parkway, Governor Warfield Parkway, and Broken Land Parkway.

Unlike most traditional downtowns, Columbia Downtown has little road network, and motorists are forced to use only a few roads for the majority of their trips both within and through the study area. As a result, Little Patuxent Parkway, Governor Warfield, and Broken Land Parkway carry the burden of traffic. Several other roads, such as South Entrance Road, the private Mall “loop” road, and other internal circulation routes are not effectively used to help reduce travel on the three parkways. And in many instances, roads do not fully connect.

Downtown would benefit greatly if there were a

greater network of smaller, two-lane streets that offered additional ways to move in and through Downtown. This will be especially important as more development occurs. More importantly, a network of smaller streets and shorter blocks will make Downtown far more pedestrian friendly.

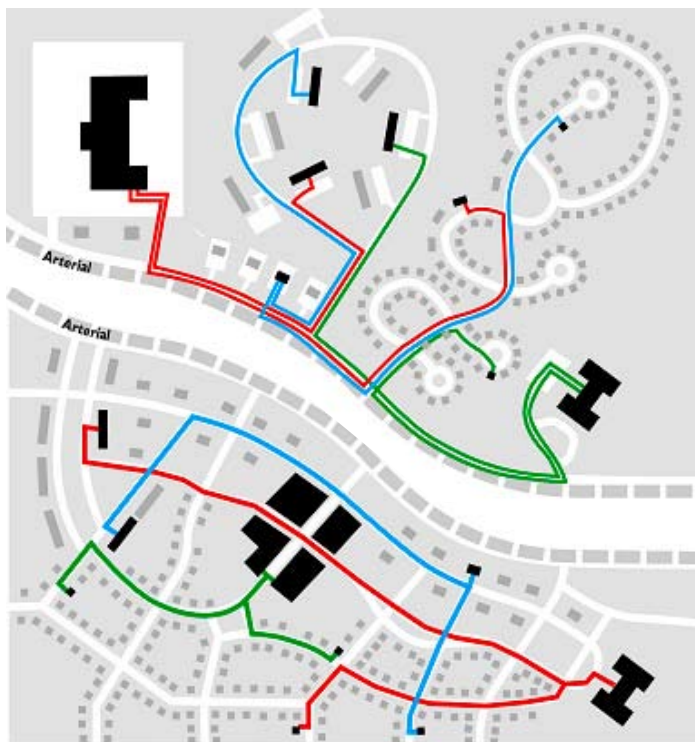
WALKABLE BLOCKS:

In an urban center such as Columbia's Downtown, pedestrians are best served by a network of walkable blocks formed through a network of streets. Maximum block lengths in such areas are approximately 500' to 700'. In traditional urban areas, streets form the block structure and development then fills in the block, aligning the face of the block with building frontages.

In undeveloped areas of the site such as The Crescent, there is an opportunity to create a street network of walkable blocks that would support a pedestrian-friendly environment while enabling a new boulevard connection from Broken Land Parkway to South Entrance Road and Little Patuxent Parkway. Other areas of the Downtown, such as the mall parking lots, undeveloped sites along Broken Land Parkway west of the Mall, and even undeveloped and under-developed areas around the Mall and the Lakefront should also include a street network of walkable blocks that would support a pedestrian-friendly environment. Existing streets and travel ways, such as the Mall ring road, parts of Broken Land Parkway, and even Little Patuxent Parkway, should include additional street connections and intersections that will transform these areas into walkable environments.

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Typical Suburban Development (above); Connected Streets (below)



In general, the pattern of roads in and around the Town Center is a sparse network that funnels most traffic – local as well as longer distance – onto the same series of arterial roads.

COMFORTABLE WALKING DISTANCES:

For most Americans, a comfortable walking distance varies considerably. Research suggests that 7 in 10 people will walk 500 feet, while only 4 in 10 will walk a mile. However, this distance is extended when the walk is active and engaging. For example, in most malls including the Mall in Columbia, the distance from the furthest parking space to the Mall entrance is rarely over 500 feet. But inside the Mall, the majority of pedestrians are willing to walk up to a quarter-mile (1320 feet, anchor store to anchor store), because the hallways are comfortable; there are interesting and engaging window displays; and there's a destination of an anchor, resting area or food court. In fact, most shoppers walk back and forth through a mall multiple times, often walking a mile or more. The same extended walking patterns occur in id for engaging, pedestrian-friendly urban environments and Downtowns.

CROSSING DISTANCES:

Crossing distances at street intersections should be safe, as short as possible, and clearly marked to effectively encourage safe pedestrian movement. However, the streets of Downtown Columbia are physical and psychological barriers for pedestrians. The six lanes of Little Patuxent Parkway are a barrier to walking within the existing Downtown. While the Lakefront District may be within a quarter-mile of the Mall, few

pedestrians will attempt to cross six lanes of high-speed traffic.

A critical lane volume analysis conducted in spring 2005 by traffic consultant Wells & Associates, LLC, shows that Little Patuxent Parkway will experience little congestion even after buildout of the additional uses as proposed in the GGP Master Plan, except at intersections at Broken Land Parkway and Governor Warfield Parkway. Little Patuxent Parkway could likely be reduced to 4 lanes with on-street parking, especially if additional network were provided. Reducing the number of travel lanes would reduce barriers for pedestrians, enhance safety of crossing, and make the area more walkable.

Howard County's Adequate Public Facilities regulations designate most of Downtown's major intersections as "constrained". This discourages the addition of multiple turn lanes to intersections at Broken Land at Hickory Ridge, Little Patuxent at Broken Land, and Governor Warfield and Little Patuxent. The addition of multiple lanes would spread traffic flow, but would only further increase the crossing distance for pedestrians, worsening the barriers between the sub-centers. Creating a network of smaller streets to better distribute traffic and increased public transportation are better means of addressing traffic issues.

1 INTRODUCTION

THE CHARRETTE PROCESS



The planning process for Columbia's Downtown began with a series of pre-charrette stakeholder interviews during the months of September and early October of 2005. The draft vision plan was generated during a weeklong planning and design charrette held at Wilde Lake High School and at the General Growth Properties' building in downtown Columbia the week of October 15 to 22, 2005. During the week, the design studio was open to the public to enable open and continuous involvement by charrette participants. Formal input sessions were held in the evening. During the week several key meetings were conducted to ensure input from market and traffic consultants and from public agencies. The final presentation was held on Saturday afternoon, October 22, 2005. Following is a summary of the process.

PRE-CHARRETTE INTERVIEWS

Prior to the charrette, Design Collective held approximately 15 sessions involving more than 150 area stakeholders to collect background information,

to discuss concerns and expectations, and to begin identifying ideas, opportunities, and stakeholder desires for the Downtown. Interviews were conducted with the following groups, organizations, and individuals:

1. Howard County agencies;
2. Builders, developers, and property owners;
3. General Growth Properties and their consultants;
4. The Columbia Association;
5. Village representative of Town Center, Harpers Choice, Hickory Ridge, Wilde Lake;
6. Columbia Archives;
7. Howard County Tourism, Inc.;
8. Howard County Chamber of Commerce;
9. Merriweather Post Pavilion;
10. Affordable Housing Advocates; FIRN; Interfaith/Housing Interests;
11. Residents of Wilde Lake, Harpers Choice, Kings Contrivance, Hobbits Glen, Downtown, Hickory Ridge, River Hill; and
12. Young professionals and young families.

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THE CHARRETTE PROCESS

VISIONING SESSION

The first day of the charrette, October 15, 2005, was held at Wilde Lake High School. The event attracted about 360 participants. The intent was to kick off the charrette and conduct a visioning session with stakeholders. Participants were gathered in groups of 10 to 12 per table, each with a facilitator. Design Collective provided a PowerPoint presentation that highlighted the study area boundaries, outlined the purpose of the project and the charrette, shared pre-charrette findings, and outlined important planning and design principles.

For about two hours, attendees worked in small groups. Each of the 36 tables were armed with a map of the study area, a bag of markers and pens, and a set of picture icons (photographs of streets, shops, buildings, open spaces and events) showing the various elements one may envision as part of a Downtown. Participants wrote down concerns and ideas, drew on the maps, and selected the picture icons that they either preferred (as good examples of what should happen in Downtown) or rejected.

Upon completing these tasks, each table was asked to present their ideas and findings to the full group. The entire process was recorded. The most common themes included:

Enhance Public Transportation	27 Tables
Improve Connections: Regional, Local, Site	25 Tables
Create Mixed-Use not Single-Use Districts	21 Tables
Provide Housing Diversity and Affordability	18 Tables
Design for Walkability, Pedestrian Safety, and Livable Streets	18 Tables
Improve Activities and Events in Symphony Woods	16 Tables
Offer more Cultural Uses and Activities	10 Tables



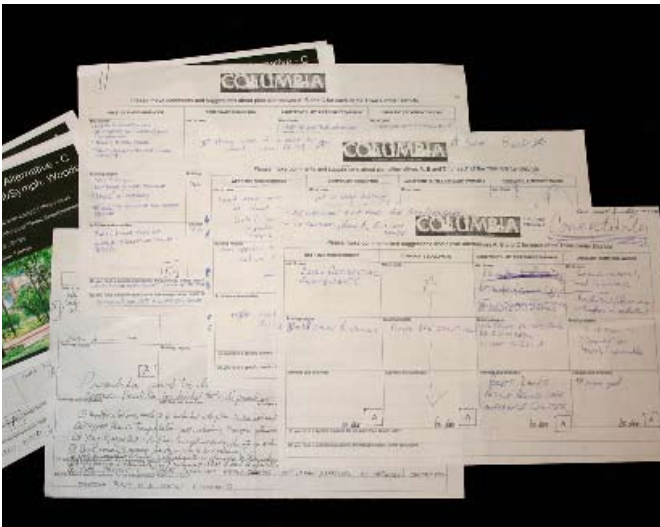
QUESTIONNAIRE

Each participant at the October 15 visioning session was asked to fill out a questionnaire; 250 attendees responded. Of the respondents, 65% were Columbia residents, of those, 58% lived in a village other than Downtown, and approximately 35% lived somewhere other than Columbia. Importantly, the survey respondents included broad Columbia and Howard County representation. Of the respondents, 74% said they go downtown to visit; 14% live downtown; and 12% work downtown. Most of the respondents said they go to Downtown weekly or monthly; most go for shopping and/or restaurants. 86% of respondents said they would "live where they were able to walk to work, services, recreation."

1 INTRODUCTION THE CHARRETTE PROCESS



Break-out Group Work Sessions



Break-out Group Work Session Comments



Early Artist Sketch of the Crescent / Symphony Woods

PLAN ALTERNATIVES

Sunday, Monday, Tuesday, and Wednesday, October 16 to 20, were spent drafting plan alternatives and illustrations that began to reflect what charrette participants were envisioning for downtown. Plans were drafted that responded to ideas presented at the Visioning Session on October 15. On Monday, Tuesday, and Wednesday evenings, draft plans and illustrations were presented by PowerPoint and evaluated and discussed with attendees.

MONDAY, OCTOBER 17, 2005:

On Monday evening, the design team presented a first, rough draft of plan ideas and held an open session that allowed participants to speak about what they liked and didn't like about the ideas presented that evening. Some ideas presented began to have support, though still needing refinement, such as districts with defining characteristics, important connections to/from nearby neighborhoods and destinations, interspersed plazas and greens, and more pedestrian-friendly streets with shops and restaurants. Several concerns were also raised,

including a need for affordable housing, the importance of addressing infrastructure, traffic, and environmental resources, a desire for sustainable design practices, and the need to address redevelopment/reinvestment opportunities at Wilde Lake and at Oakland Mills.

TUESDAY, OCTOBER 18, 2005:

On Tuesday evening, three alternative plans were presented. These plans addressed comments and concerns discussed on Monday evening, including the definition of districts and alternative uses and building types that may be considered within each district. For each district, three alternative levels of development intensity and building heights were offered for discussion:

1. Alternative A: Least intense development;
2. Alternative B: Moderate intensity of development;
3. Alternative C: Most intense development and tallest building heights.

INTRODUCTION 1

THE CHARRETTE PROCESS



Tuesday Evening Alternatives A, B and C



Wednesday Evening Concept Plan



Early Artist Sketch of Mall to Lakefront Vista

	A	B	C	?
West Side	IIII	II	IIII	
Corporate Boulevard	II		III I	II – B or C
Lakefront	IIII	II	II	I – B or C I – B ?
Crescent	II	I	III	I – B or C I – C ?

Summary of Tuesday Workshop Group Discussions
(presented findings Wednesday to establish Concept Plan)

Additionally, transportation consultant Glatting Jackson provided a presentation of traffic and transportation considerations. Following the presentation, attendees gathered in small groups, supplied with copies of the plans and presentation images, and were asked which of the three alternative plans they preferred for each of the four districts. Each group provided the design team with both written and verbal comments. These comments became the basis from which the next day's plans and drawings were prepared.

WEDNESDAY, OCTOBER 18, 2005:

A single, refined concept plan depicting locations of roads, structures, and important open spaces was presented. The concept plan, supplemented with

selected images, was based upon feedback from the three previous input sessions (Saturday, Monday, and Tuesday). The concept plan defined four districts: Warfield Triangle, Corporate Boulevard, Lakefront/Little Patuxent Parkway, and Crescent/Symphony Woods. Additionally, ZHA, Inc. provided a presentation of market and economic considerations. Following the presentation, attendees again gathered in small groups with copies of the plans and the presentation graphics, and provided the design team with both written and verbal comments. Groups were asked to document which aspects of the plan they liked best and which aspects needed further study. Written comments by each group were compiled to create a preferred vision for Downtown.